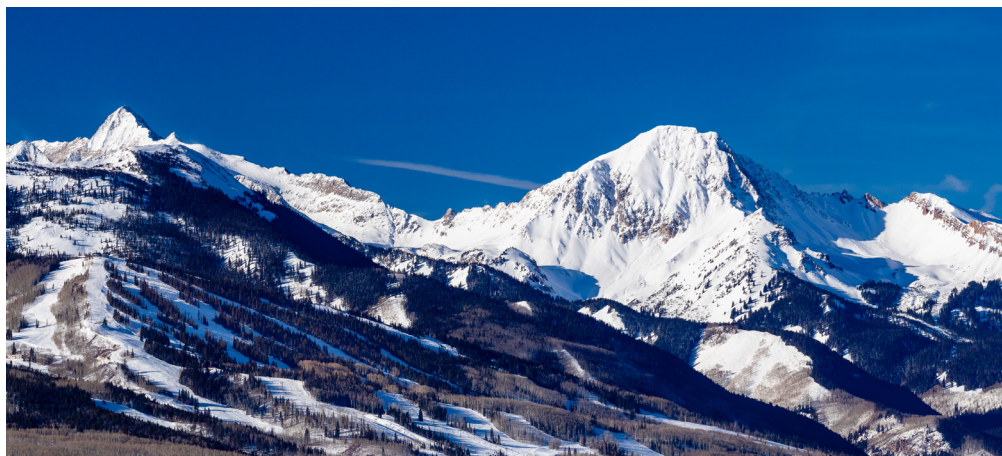




SNOWMASS 101

Winter 2020-21 Fact Sheet



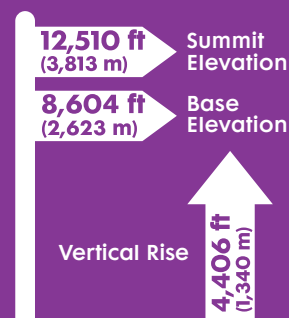
About Snowmass Village

A renowned winter playground and vibrant summer community just 9 miles from Aspen, Snowmass Village consistently ranks as **one of the best winter ski areas and summer mountain biking destinations in the world**. Ski Magazine named Aspen Snowmass the #1 "resort of the year" in the West in 2020, and Snowmass, along with the rest of the Roaring Fork Valley, is the first IMBA (International Mountain Biking Association) Gold-Level Ride Center™ in Colorado, only the 5th in United States, and the 7th in the world. Snowmass offers guests incredible views of mountain vistas, in addition to 2.8 million adjacent acres of wilderness, open for activities and exploration. Snowmass is home to 30+ restaurants, 95% slopeside lodging, shopping, unique special events and music – all year round.

HISTORY

Over 150,000 years ago, mammoths, mastodons and other amazing Ice Age creatures roamed Snowmass. 800 years ago, the Ute Indians hunted, fished, and gathered wild foods around the valley. The first non-natives explored the Elk Mountains as early as 1853. By the beginning of the 20th century, the valley had been settled primarily as a ranching community. In the early 1960's, Olympic skier Bill Janss envisioned a European-style village and ski area and **first opened Snowmass to skiers in December 1967**. During the 2017/2018 winter season, Snowmass celebrated the 50th anniversary of the resort and the 40th anniversary of the Town's incorporation.

MOUNTAIN FACTS



98 trails



5%



48%



17%



30%



Terrain Parks 3

- Snowmass Park
- Makaha
- Lowdown

2 Pipes

22-foot superpipe & one beginner pipe

Lifts: 20 TOTAL

- 1 eight-passenger gondola
- 2 high-speed six-passenger lifts
- 1 six-passenger pulse gondola
- 7 high-speed quads
- 2 quads
- 4 ski/snowboard school lifts (including surface lifts)
- 1 double chair
- 2 platter pulls



WINTER ACTIVITIES



SKIING & SNOWBOARDING

Snowmass Ski Area, part of the four mountains of Aspen Snowmass, has long been a mecca for skiers of all abilities and agendas. Cruisers, glades, steeps, terrain parks, and half pipes provide a wintertime playground unlike any other. Colorado's famous feather-light snow graces 4,406 vertical feet in elevation, 3,342 acres of terrain, and 98 trails. While there may be plenty of like-minded people out enjoying the slopes, never feel crowded with an average of two people per acre. With a difficulty split of 5% easiest, 48% more difficult, 17% most difficult, and 30% expert, skiing and snowboarding at Aspen Snowmass caters to all levels of ability and the entire family. **Aspensnowmass.com**



SNOWMASS S'MORES

Kicking off its fourth year, Snowmass S'mores returns with a new, COVID friendly s'mores iteration. Starting opening day, guests of all ages can enjoy Snowmass S'mores, free starting at 3:30pm every day throughout the winter season, presented by Snowmass Tourism. Guests can find branded s'mores carts (which resemble oversized marshmallows) in Snowmass Base Village and on the Snowmass Mall. In Snowmass Base Village, enjoy a S'mores Cup, complete with chocolate ganache, courtesy of mix6. On the Snowmass Mall, taste a S'mores Bar, a secret recipe made of chocolate graham cracker crust topped with layers of rice crispy, homemade toasted marshmallow, and chocolate drizzle, sprinkled with graham crumbs, courtesy of the newly rebranded Slow Groovin' Chophouse. Be sure to check out both locations to try each s'mores inspired treat! **GoSnowmass.com**



SNOWMASS ICE AGE DISCOVERY

In 2010, a construction crew unearthed a single tusk of a young female mammoth while digging at Ziegler Reservoir. The Denver Museum of Nature and Science took over the site and went on to find 6,000 bones of 10 mammals and over 30,000 small bones from small vertebrate animals— 42 species in all. Mammoths, mastodons, camels, horses, sloths, and other species, as well as insects, and plant life were found. The Snowmass paleontological site is the richest Ice Age ecosystem found at high altitude. Guests skiing at Snowmass Ski Area can learn more about the discovery at the new interpretive Ice Age Discovery signs, located off ski runs Scooper and Dawdler, or by visiting the information center at Town Park Station. **GoSnowmass.com**

V.I.K. (VERY IMPORTANT KIDS)

In Snowmass, every child is a Very Important Kid. In honor of these younger guests, Snowmass developed V.I.K. Snowmass, a hub for activities, events, and information to help ensure that the next generation has nothing but fun. Visit **VIKSnowmass.com** for schedules and program descriptions.

MUSIC ON THE MALL

Every Thursday, starting December 3, 2020 through April 15, 2021, Music on Mall returns to Snowmass, featuring live music on the Tower Stage during après. Music on the Mall runs from 2:30pm-4:30pm in December, January and February and moves to 3:00pm-5:00pm in March and April. Performances feature local Roaring Fork Valley musicians. **GoSnowmass.com**

SNOWMASS MOUNTAIN MISSION

The Snowmass Mountain Mission is an app based, village-wide scavenger hunt designed to challenge creativity, test Snowmass knowledge, and enhance selfie skills. Download the Eventzee app from the App Store, enter an email, username and password, and the event code: Snowmass. See you on the leaderboard! **GoSnowmass.com**





FIREWORKS

Guests and locals alike can enjoy festive fireworks on select Saturday nights throughout the season. With the spectacle launched from Fanny Hill, all can enjoy the colorful show from socially distanced balconies, trails, and restaurants around Snowmass Village. December 25, December 31, January 30, February 13, March 20 (subject to change). Times vary with the sunset. Visit [GoSnowmass.com](https://www.gosnowmass.com) for details and specific times.

ELK CAMP

15 minutes up the mountain from Snowmass Base Village by scenic gondola, is Elk Camp. Guests can grab a bite to eat at the Elk Camp Restaurant, enjoy rides on the Breathtaker Coaster, learn how to snowbike, and take a spin on the tubing hill. In addition, on select Friday nights throughout the winter, Elk Camp is transformed into a winter playground for Ullr Nights. [Aspensnowmass.com](https://www.aspensnowmass.com)

ACES GUIDED TREKS

Join ACES (Aspen Center for Environmental Studies) for a two hour long guided tour through the natural expanse of Snowmass. Starting at the Ticket Pavilion on the Snowmass Mall, guests can snowshoe, hike, or use stabilizers to explore along the Nature and Sleighride Trails, keeping an eye out for winter creatures and learning about mountain habitats and ecology, Snowmass history, and more. Hikes begin at 10am and 1pm, daily from December 14-April 16; Free. Snowshoes and stabilizers provided. [GoSnowmass.com](https://www.gosnowmass.com)

SNOWMASS ICE SCULPTURES

From December 16 - March 24, enjoy an ever-evolving ice walk around Snowmass Village. Throughout the season, ice sculptures will be placed on the Snowmass Mall and in Snowmass Base Village for guests, locals, and families of all ages to enjoy. Ice sculptures include a full-sized gondola, selfie snowflakes, ice animals, and much more. Watch the sculptures evolve throughout the season with live demos every other Wednesday from 12:00pm-4:00pm on the Mall from local sculptor, Thomas Barlow. [GoSnowmass.com](https://www.gosnowmass.com)

SNOWMASS LUMINESCENCE

When the lifts close at Snowmass, things really light up. Snowmass Luminescence, an interactive art and light display presented by Snowmass Tourism and Aspen Snowmass, immerses guests and community members in a dazzling world of light and art. Skip the Skittles Gondola ride between the Snowmass Mall and Base Village and instead, stroll through The Tunnel, an interactive series of LED illuminated walkways and arches that will ignite the senses. In addition, experience two large-scale interactive LED installations by acclaimed artists, Submergence by Squidsoup (December 18 – February 28) and Prismatica by Creos and Raw Design (February 1 – February 28). Snowmass Luminescence runs December 18 through February 28 from sunset to 9:00pm daily. Light up the evening! [GoSnowmass.com](https://www.gosnowmass.com)



ANDERSON RANCH ARTS CENTER

Founded in 1966, Anderson Ranch Arts Center is a premier destination for art making and critical dialog in the contemporary art world, bringing together aspiring and internationally renowned artists to discuss and further their work in a stimulating environment. With a campus that's free and open to the public and an extensive array of online offerings, Anderson Ranch is a hub of creative energy and activity for adults and children alike, with a host of virtual and interactive art workshops, lectures by today's most influential artists and curators, children's art workshops, and more. Andersonranch.org

SNOWMASS RECREATION CENTER

The 18,000-square-foot recreation facility offers unique programming for adults and children, year-round outdoor saline pools, a state-of-the-art cardio and weight room, an indoor gymnasium, aerobics classes, climbing & bouldering walls, and more. Snowmassrecreation.com



CROSS COUNTRY SKIING

Glide across snowy meadows and through silent pine forests and aspen groves on over 60 miles of groomed, all-level Nordic trails. Part of the Aspen Snowmass trail system, the largest free trail system in the US, trails can be accessed from the Snowmass Cross Country Ski & Snowshoe Center on the Snowmass Club Golf Course. Trail access is free; bring or rent gear. GoSnowmass.com

SNOWSHOEING & UPHILLING

Take a two-hour, guided snowshoe tour with an ACES naturalist, starting at the top of the Elk Camp Gondola, daily at 10:00am and 1:00pm. Snowshoers can also visit the Snowmass Cross Country Ski & Snowshoe Center on the Snowmass Golf Course for a trek on the Snowmass cross country trails. Snowshoers can explore Snowmass Ski Area on a wide variety of uphill trails. Uphillers are welcome on designated uphill trails throughout the day on Snowmass Ski Area. For a full list of open on-mountain trails, please visit Aspensnowmass.com

KRABLOONIK

Krabloonik Dog Sledding offers daily tours throughout the winter season. Tours last between 45 minutes to one hour, and feature a once-in-a-lifetime experience through the Snowmass backcountry. Each sled can carry two adults and one child, and is pulled by 8-10 Alaskan husky sled dogs, guided by an experienced musher. Krabloonik also offers ATV safari tours though the backcountry and dining inside a cozy, 100-year-old cabin. Krabloonik.com



SNOWMASS BASE VILLAGE

Located at the base of Snowmass Ski Area, the Snowmass Base Village core, a \$600 million mountain-resort development, is finally complete. The development includes the 99-room/11-residence Limelight Snowmass Hotel, Snowmass Mountain Club, Lumin Building, and event plaza/ice skating rink which debuted in December 2019, as well as The Collective Snowmass, which debuted in December 2020, and the One Snowmass building, which debuted in Summer 2020. Allinsnowmass.com

THE COLLECTIVE SNOWMASS & THE RINK

The Collective Snowmass, the heart and soul of Snowmass Base Village, is a hub for community events. The Collective Snowmass features weekly programming including socially distanced chess night, bingo night, comedy night, live music, educational talks, community art activations, and more. In addition, the Game Lounge is open daily from 12:00pm-9:00pm. The Rink is open daily for free ice skating, including free skate rentals from 12:00pm-9:00pm, and Saturday night is Disco Night! TheCollectiveSnowmass.com



SNOWMASS MEDICAL CARE CLINIC

The Snowmass Clinic is a walk-in facility that is owned, operated and billed as an outpatient department of Aspen Valley Hospital. Open seven days a week, the clinic caters to locals and visitors alike for minor injuries and illnesses of all kinds. Our physicians are trained in emergency medicine and supported by registered nurses, EMTs, X-ray technologists, and physical therapists. Diagnostic capabilities include X-rays and limited laboratory services. Aspenvalleyhospital.org



LOCATION

Snowmass is accessed via Brush Creek Road off of Highway 82, the major roadway leading from I-70 in Glenwood Springs to the north and over 12,000-foot Independence Pass to Leadville to the south (closed during the winter season). Snowmass is 196 miles from Denver, 116 miles from Grand Junction, and 9 miles from Aspen.

GETTING AROUND

Colorado Mountain Express offers service from Denver International Airport and Eagle Airport. The Roaring Fork Transit Authority (RFTA) provides extensive free bus service from Snowmass to Aspen and various points throughout the valley. Snowmass has a free local shuttle service within Snowmass Village. Shuttles depart every 10 minutes from the shuttle terminal located just below the Village Mall on Daly Lane. Most lodging properties in Snowmass offer free shuttle service to and from the airport and around Snowmass Village.

GoSnowmass.com

SIZE/POPULATION/CLIMATE

Snowmass is 25.57 square miles (41.15 kilometers; 16,600 acres), with a population of 2,863 as of the 2010 census. Snowmass' environment traverses several different zones, from high desert to alpine. With high altitude and dry air comes intense sunshine and low humidity. Snowmass boasts 300 sunny days a year, more than both California and Florida.

LODGING

Snowmass offers 95% ski-in/ski-out lodging, with options ranging from luxury suites to budget friendly rooms. The majority of Snowmass lodging is made up of condo properties, with a few hotels in between. Amenities often include shuttle service, complimentary breakfast, fireplaces, and hot tubs. Snowmass' lodging options offer prices and room options to fit the budget of any traveler. **GoSnowmass.com**



GETTING HERE

Snowmass is conveniently located between four regional airports:

- **Aspen/Snowmass Airport (ASE)** is located only 6 miles from Snowmass. ASE is served by two airlines – United and American Airlines - offering nonstop flights to Denver, Chicago, Houston, Dallas, Los Angeles, San Francisco, and Phoenix.
- **Eagle County Airport (EGE)** is located 67 miles from Snowmass.
- **Grand Junction Walker Field (GJT)** is located 116 miles from Snowmass.
- **Denver International Airport (DEN)** is located 196 miles from Snowmass.



Snowmass Tourism Media Contact:

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GOSNOWMASS.COM

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